



UNIVERSITY  
OF WOLLONGONG  
AUSTRALIA

# Bachelor of Communication and Media

BCM

FACULTY OF  
**Arts and Humanities**



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NMTSS

**1 Year** HKD  
Tuition fee **63,410\***

\*Non-means-tested Subsidy Scheme (NMTSS)  
for Self-financing Undergraduate Studies  
in Hong Kong



## Programme Features

The Bachelor of Communication and Media awarded by the University of Wollongong (UOW) is an interdisciplinary degree that offers a broad introduction to the changing fields of communication and media. This degree has a strong international focus and supports you in developing independent research skills that are appropriate to a wide range of careers. Our curriculum is co-developed by experts in their fields who head international committees and edit journals that have world-wide circulation and delivered by a team of educators who are passionate about helping you achieve your goals.

## Graduate Outcome

The Bachelor of Communication and Media produces students with a strong foundation in developing and curating online content appropriate to digital and social media careers by learning to work in ways that are relevant to emerging creative industries, including in creative game media.

## Competency Achieved

Students will gain a sound understanding of media and communication industries and practices, which will help them to demonstrate production skills appropriate to digital and social media careers. In addition, students will be able to synthesise conceptual, analytical, and practical production skills to address complex issues in media and communication.



## Main Subject Areas

- Media and Social Justice
- Transnational Media and Culture
- Digital Media
- Research Practices
- Emerging Issues

## Career Prospects

In addition to creative and gaming industries, BCM graduates have employment opportunities in the private and government enterprises in jobs such as:

- Communications Consultant
- Digital Game Designer
- Digital Effects Designer
- Marketing Consultant



## Further Studies Pathways

*(below is not exhaustive but only aims to show some examples)*

- **University of Wollongong, Australia**
  - Master of Arts - Communications and Media
- **City University of Hong Kong**
  - Master of Arts - Communication and New Media
  - Master of Arts - Creative Media
  - Master of Arts - Integrated Marketing Communication
- **Hong Kong Baptist University**
  - Master of Arts - Communication
  - Master of Science - AI and Digital Media
  - Master of Science - Media Management
- **The Hong Kong Polytechnic University**
  - Master of Science - Generative AI and the Humanities
  - Master of Science - Innovative Multimedia Entertainment